I/We claim:

1.   A method comprising:

receiving a purchase request from a giver with an associated purchase amount; and

determining whether to satisfy the purchase request with a purchase or a gift substitution option.

2.   A method according to claim 1, further comprising satisfying the purchase request with the purchase.

3.   A method according to claim 1, further comprising refunding an excess from the purchase amount to the giver.

4.   A method according to claim 1, further comprising providing an excess from the purchase amount to a recipient.

5.   A method according to claim 1, further comprising providing an excess from the purchase amount as a partial satisfaction of another purchase request.

6.   A method according to claim 1, further comprising satisfying the purchase request with the gift substitution option.

7.   A method according to claim 1, further comprising including a coupon when satisfying the purchase request with the gift substitution option.

8.   A method according to claim 1, further comprising satisfying the purchase request with purchase amounts from multiple givers.

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9.   A method according to claim 1, further comprising providing identities of established relationship vendors to the giver, whereby the identities assist with the purchase request.

10.   A method according to claim 1, further comprising collecting a gift amount from a recipient, whereby the gift amount assists the giver with the purchase request or the purchase amount.

11.   A method according to claim 1, further comprising collecting a gift idea from a recipient, whereby the gift idea assists the giver with the purchase request or the purchase amount.

12.   A method according to claim 11, wherein collecting the gift idea from a recipient is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

13.   A method according to claim 1, further comprising providing identities of established relationship vendors to a recipient, whereby the identities assist the recipient with a gift idea.

14.   A method according to claim 1, further comprising applying the purchase amount as a partial satisfaction of the purchase request.

15.   A method according to claim 1, further comprising adding purchase amounts from other givers to the purchase request.

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16.   A method according to claim 1, further comprising accessing an electronic commerce system to receive the purchase amount.

17.   A method according to claim 1, further comprising receiving the purchase amount.

18.   A method according to claim 1, further comprising notifying a recipient of the purchase request.

19.   A method according to claim 1, further comprising notifying a recipient of a result of determining whether to satisfy the purchase request with the purchase or the gift substitution option.

20.   A method according to claim 1, further comprising providing a coupon to a recipient.

21.   A method according to claim 1, further comprising providing the giver a token corresponding to the purchase request.

22.   A method according to claim 1, wherein receiving the purchase request is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

23.   A method according to claim 1, wherein determining whether to satisfy the purchase request further comprises comparing the purchase amount to a price corresponding to the purchase request.

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24. A method according to claim 1, wherein determining whether to satisfy the purchase request further comprises determining whether established vendors can satisfy the purchase request.

25. A method according to claim 1, wherein determining whether to satisfy the purchase request further comprises determining whether ad-hoc vendors can satisfy the purchase request.

26. A method according to claim 1, wherein determining whether to satisfy the purchase request further comprises making the purchase request or purchase amount available to vendors.

27. A method according to claim 1, wherein determining whether to satisfy the purchase request further comprises providing the purchase request or purchase amount to vendors.

28. A method according to claim 1, wherein the gift substitution option includes a cash option.

29. A gift registry system comprising:

a circuit to receive a purchase request from a giver with an associated purchase amount; and

a circuit to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

30. Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:

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code to receive a purchase request from a giver with an associated purchase amount; and

code to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

31. A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

code to receive a purchase request from a giver with an associated purchase amount; and

code to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

32. A programmed computer for managing a gift registry, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a purchase request from a giver with an associated purchase amount; and

code to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

33. A method comprising:

receiving a first purchase request from a first giver with an associated first purchase amount;

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receiving a second purchase request from a second giver with an associated second purchase amount; and

aggregating at least the first purchase amount and the second purchase amount to satisfy the first purchase request or the second purchase request.

34.   A method according to claim 33, further comprising determining whether to satisfy the first purchase request or the second purchase request with a purchase or a gift substitution option.

35.   A method according to claim 34, further comprising notifying a recipient of a result of determining whether to satisfy the first purchase request or the second purchase request with the purchase or the gift substitution option.

36.   A method according to claim 34, wherein determining whether to satisfy the first purchase request or the second purchase request further comprises comparing the first or second purchase amount to a price corresponding to the first or second purchase request.

37.   A method according to claim 34, wherein determining whether to satisfy the first purchase request or the second purchase request further comprises determining whether established vendors can satisfy the first or second purchase request.

38.   A method according to claim 34, wherein determining whether to satisfy the first purchase request or the second purchase request further comprises determining whether ad-hoc vendors can satisfy the first or second purchase request.

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39.   A method according to claim 34, wherein determining whether to satisfy the first purchase request or the second purchase request further comprises making the first or second purchase request or first or second purchase amount available to vendors.

40.   A method according to claim 34, wherein determining whether to satisfy the first purchase request or the second purchase request further comprises providing the first or second purchase request or the first or second purchase amount to vendors.

41.   A method according to claim 34, wherein the gift substitution option includes a cash option.

42.   A method according to claim 33, wherein the first purchase request and the second purchase request are substantially the same.

43.   A method according to claim 33, further comprising satisfying the first or second purchase request with a purchase.

44.   A method according to claim 33, further comprising refunding an excess from the purchase amount to the giver.

45.   A method according to claim 33, further comprising providing an excess from the first or second purchase amount to a recipient.

46.   A method according to claim 33, further comprising providing an excess from the first or second purchase amount as a partial satisfaction of another purchase request.

47.   A method according to claim 33, further comprising satisfying the first or second purchase request with a gift substitution option.

48.   A method according to claim 33, further comprising including a coupon when satisfying the first or second purchase request with a gift substitution option.

49.   A method according to claim 33, further comprising satisfying the first or second purchase request with purchase amounts from multiple givers.

50.   A method according to claim 33, further comprising providing identities of established relationship vendors to the first or second giver, whereby the identities assist with the first or second purchase request.

51.   A method according to claim 33, further comprising collecting a gift amount from a recipient, whereby the gift amount assists the first or second giver with the first or second purchase request or the first or second purchase amount.

52.   A method according to claim 33, further comprising collecting a gift idea from a recipient, whereby the gift idea assists the first or second giver with the first or second purchase request or the first or second purchase amount.

53.   A method according to claim 52, wherein collecting the gift idea from a recipient is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

54.   A method according to claim 33, further comprising providing identities of established relationship vendors to a recipient, whereby the identities assist the recipient with a gift idea.

55.   A method according to claim 33, further comprising applying the first or second purchase amount as a partial satisfaction of the first or second purchase request.

56.   A method according to claim 33, further comprising adding purchase amounts from other givers to the first or second purchase request.

57.   A method according to claim 33, further comprising accessing an electronic commerce system to receive the first or second purchase amount.

58.   A method according to claim 33, further comprising receiving the first or second purchase amount.

59.   A method according to claim 33, further comprising notifying a recipient of the first or second purchase request.

60.   A method according to claim 33, further comprising providing a coupon to a recipient.

61.   A method according to claim 33, further comprising providing the first or second giver a token corresponding to the first or second purchase request.

62.   A method according to claim 33, wherein receiving the first or second purchase request is performed by a system that is selected from the group that includes:

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on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

63.   A gift registry system comprising:

a circuit to receive a first purchase request from a first giver with an associated first purchase amount;

a circuit to receive a second purchase request from a second giver with an associated second purchase amount; and

a circuit to aggregating at least the first purchase amount and the second purchase amount to satisfy the first purchase request or the second purchase request.

64.   Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:

code to receive a first purchase request from a first giver with an associated first purchase amount; and

code to receive a second purchase request from a second giver with an associated second purchase amount; and

code to aggregating at least the first purchase amount and the second purchase amount to satisfy the first purchase request or the second purchase request.

65.   A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

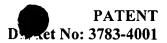code to receive a first purchase request from a first giver with an associated first purchase amount; and

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code to receive a second purchase request from a second giver with an associated second purchase amount; and

code to aggregating at least the first purchase amount and the second purchase amount to satisfy the first purchase request or the second purchase request.

66.   A programmed computer for managing a gift registry, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a first purchase request from a first giver with an associated first purchase amount; and

code to receive a second purchase request from a second giver with an associated second purchase amount; and

code to aggregating at least the first purchase amount and the second purchase amount to satisfy the first purchase request or the second purchase request.

67.   A method comprising:

receiving a gift idea with an associated gift amount from a gift recipient; and

receiving a commitment to a purchase request in a first amount from a first giver as partial satisfaction of the gift amount, the first amount less than the gift amount.

68.   A method according to claim 67, further comprising receiving a commitment to the purchase request in a second amount from a second giver as partial satisfaction of the gift amount.

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69.   A method according to claim 68, further comprising combining the first

amount and the second amount to at least partially satisfy the purchase request.

70.   A method according to claim 67, further comprising informing the first

giver that an additional commitment will satisfy the purchase request.

71.   A method according to claim 67, further comprising informing the gift

recipient that an additional commitment will satisfy the purchase request.

72.   A method according to claim 67, further comprising combining the first

amount and an additional amount to satisfy the purchase request, the additional amount at

least partially provided by other than the first giver.

73.   A method according to claim 67, further comprising storing the gift idea

or the commitment in a remotely accessible database.

74.   A method according to claim 67, wherein receiving the gift idea or

receiving the commitment uses a remote access system.

75.   A method according to claim 67, further comprising satisfying the

purchase request with a purchase.

76.   A method according to claim 67, further comprising refunding an excess

from the first amount to the giver.

77.   A method according to claim 67, further comprising providing an excess
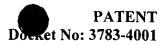
from the first amount to the recipient.

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78. A method according to claim 67, further comprising providing an excess from the first amount as a partial satisfaction of another purchase request.

79. A method according to claim 67, further comprising satisfying the purchase request with a gift substitution option.

80. A method according to claim 67, further comprising including a coupon when satisfying the purchase request with a gift substitution option.

81. A method according to claim 67, further comprising satisfying the purchase request with purchase amounts from multiple givers.

82. A method according to claim 67, further comprising providing identities of established relationship vendors to the giver, whereby the identities assist with the purchase request.

83. A method according to claim 67, wherein receiving the gift idea from the recipient is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

84. A method according to claim 67, further comprising providing identities of established relationship vendors to the recipient, whereby the identities assist the recipient with the gift idea.

85. A method according to claim 67, further comprising applying the first amount as a partial satisfaction of the purchase request.

86.   A method according to claim 67, further comprising adding purchase amounts from other givers to the purchase request.

87.   A method according to claim 67, further comprising accessing an electronic commerce system to receive the first amount.

88.   A method according to claim 67, further comprising receiving the first amount.

89.   A method according to claim 67, further comprising notifying a recipient of the purchase request.

90.   A method according to claim 67, further comprising notifying a recipient of a result of determining whether to satisfy the purchase request with a purchase or a gift substitution option.

91.   A method according to claim 90, wherein determining whether to satisfy the purchase request further comprises comparing the first amount to a price corresponding to the purchase request.

92.   A method according to claim 90, wherein determining whether to satisfy the purchase request further comprises determining whether established vendors can satisfy the purchase request.

93.   A method according to claim 90, wherein determining whether to satisfy the purchase request further comprises determining whether ad-hoc vendors can satisfy the purchase request.

94.   A method according to claim 90, wherein determining whether to satisfy the purchase request further comprises making the purchase request or first amount available to vendors.

95.   A method according to claim 90, wherein determining whether to satisfy the purchase request further comprises providing the purchase request or first amount to vendors.

96.   A method according to claim 67, further comprising providing a coupon to the recipient.

97.   A method according to claim 67, further comprising providing the giver a token corresponding to the purchase request.

98.   A method according to claim 67, wherein receiving the commitment to the purchase request is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

99.   A gift registry system comprising:

a circuit to receive a gift idea with an associated gift amount from a gift recipient; and

a circuit to receive a commitment to a purchase request in a first amount from a first giver as partial satisfaction of the gift amount, the first amount less than the gift amount.

100. Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:

code to receive a gift idea with an associated gift amount from a gift recipient; and

code to receive a commitment to a purchase request in a first amount from a first giver as partial satisfaction of the gift amount, the first amount less than the gift amount.

101. A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

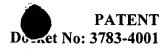code to receive a gift idea with an associated gift amount from a gift recipient; and

code to receive a commitment to a purchase request in a first amount from a first giver as partial satisfaction of the gift amount, the first amount less than the gift amount.

102. A programmed computer for managing a gift registry, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a gift idea with an associated gift amount from a gift recipient; and

code to receive a commitment to a purchase request in a first amount from a first giver as partial satisfaction of the gift amount, the first amount less than the gift amount.
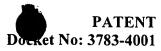
103. A method comprising:

receiving a purchase request from a giver; and

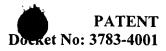determining whether to satisfy the purchase request with a purchase or a gift substitution option.

104. A method according to claim 103, further comprising satisfying the purchase request with the purchase.

105. A method according to claim 103, further comprising refunding an excess from a purchase amount to the giver.

106. A method according to claim 103, further comprising providing an excess from a purchase amount to a recipient.

107. A method according to claim 103, further comprising providing an excess from a purchase amount as a partial satisfaction of another purchase request.

108. A method according to claim 103, further comprising satisfying the purchase request with the gift substitution option.

109. A method according to claim 103, further comprising including a coupon when satisfying the purchase request with the gift substitution option.

110. A method according to claim 103, further comprising satisfying the purchase request with purchase amounts from multiple givers.

11 1. A method according to claim 103, further comprising providing identities of established relationship vendors to the giver, whereby the identities assist with the purchase request.

112. A method according to claim 103, further comprising collecting a gift amount from a recipient, whereby the gift amount assists the giver with the purchase request or a purchase amount.

113. A method according to claim 103, further comprising collecting a gift idea from a recipient, whereby the gift idea assists the giver with the purchase request or a purchase amount.

114. A method according to claim 113, wherein collecting the gift idea from a recipient is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

115. A method according to claim 103, further comprising providing identities of established relationship vendors to a recipient, whereby the identities assist the recipient with a gift idea.

116. A method according to claim 103, further comprising applying a purchase amount as a partial satisfaction of the purchase request.

117. A method according to claim 103, further comprising adding purchase amounts from other givers to the purchase request.

118. A method according to claim 103, further comprising accessing an

electronic commerce system to receive a purchase amount.

119. A method according to claim 103, further comprising receiving a purchase

amount.

120. A method according to claim 103, further comprising notifying a recipient

of the purchase request.

121. A method according to claim 103, further comprising notifying a recipient

of a result of determining whether to satisfy the purchase request with the purchase or the

gift substitution option.

122. A method according to claim 103, further comprising providing a coupon

to a recipient.

123. A method according to claim 103, further comprising providing the giver a

token corresponding to the purchase request.

124. A method according to claim 103, wherein receiving a purchase request is

performed by a system that is selected from the group that includes: on-line systems;

telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

125. A method according to claim 103, wherein determining whether to satisfy

the purchase request further comprises comparing a purchase amount to a price
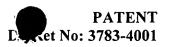
corresponding to the purchase request.

126. A method according to claim 103, wherein determining whether to satisfy the purchase request further comprises determining whether established vendors can satisfy the purchase request.

127. A method according to claim 103, wherein determining whether to satisfy the purchase request further comprises determining whether ad-hoc vendors can satisfy the purchase request.

128. A method according to claim 103, wherein determining whether to satisfy the purchase request further comprises making the purchase request or a purchase amount available to vendors.

129. A method according to claim 103, wherein determining whether to satisfy the purchase request further comprises providing the purchase request or a purchase amount to vendors.

130. A method according to claim 103, wherein the gift substitution option includes a cash option.

131. A gift registry system comprising:

a circuit to receive a purchase request from a giver; and

a circuit to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

132. Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:

code to receive a purchase request from a giver; and

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code to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

133.   A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

code to receive a purchase request from a giver; and

code to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

134.   A programmed computer for managing a gift registry, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a purchase request from a giver; and

code to determine whether to satisfy the purchase request with a purchase or a gift substitution option.

135.   A method comprising:

receiving a gift purchase request with an associated purchase amount; and

providing the gift purchase request to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

136.   A method according to claim 135, wherein the offer amount is equal to or less than the gift purchase amount.

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137. A method according to claim 135, further comprising identifying the vendor based on responses to previous gift purchase requests.

138. A method according to claim 135, further comprising storing the vendor response to the gift purchase request in a remotely accessible data base.

139. A method according to claim 135, wherein receiving the gift purchase request or providing the gift purchase request to a vendor uses a remote access system.

140. A method according to claim 135, further comprising satisfying the purchase request with a purchase.

141. A method according to claim 135, further comprising satisfying the purchase request with purchase amounts from multiple givers.

142. A method according to claim 135, further comprising providing identities of the vendors to a giver, whereby the identities assist with the purchase request.

143. A method according to claim 135, wherein receiving the gift purchase request is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

144. A method according to claim 135, further comprising providing vendor coupons to a recipient.

145. A method according to claim 135, wherein providing the gift purchase request is performed by a system that is selected from the group that includes: on-line

systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

146.   A method according to claim 135, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving an acceptance of the firm offer from a vendor.

147.   A method according to claim 135, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving a counter offer to the firm offer from a vendor.

148.   A method according to claim 135, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving a rejection of the firm offer from a vendor.

149.   A method according to claim 135, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving a modified acceptance of the firm offer from a vendor.

150.   A method according to claim 135, wherein the gift purchase request includes a solicitation for an offer, the method further comprising receiving an offer from a vendor.

151.   A gift registry system comprising:

a circuit to receive a gift purchase request with an associated purchase amount; and

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a circuit to provide the gift purchase request to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

152. Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:

code to receive a gift purchase request with an associated purchase amount; and

code to provide the gift purchase request to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

153. A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

code to receive a gift purchase request with an associated purchase amount; and

code to provide the gift purchase request to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

154. A programmed computer for managing a gift registry, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a gift purchase request with an associated purchase amount; and

code to provide the gift purchase request to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.
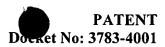
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155.   A method comprising:

receiving a gift purchase request with an associated purchase amount; and

making the gift purchase request available to a vendor using a remote access

system, the gift purchase request including a firm offer with an associated offer amount.

156.   A method according to claim 155, wherein the offer amount is equal to or

less than the gift purchase amount.

157.   A method according to claim 155, further comprising identifying the

vendor based on responses to previous gift purchase requests.

158.   A method according to claim 155, further comprising storing the vendor

response to the gift purchase request in a remotely accessible data base.

159.   A method according to claim 155, wherein receiving the gift purchase

request or providing the gift purchase request to a vendor uses a remote access system.

160.   A method according to claim 155, further comprising satisfying the

purchase request with a purchase.

161.   A method according to claim 155, further comprising satisfying the

purchase request with purchase amounts from multiple givers.

162.   A method according to claim 155, further comprising providing identities

of the vendors to a giver, whereby the identities assist with the purchase request.

163.   A method according to claim 155, wherein receiving the gift purchase

request is performed by a system that is selected from the group that includes: on-line

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systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

164. A method according to claim 155, further comprising providing vendor coupons to a recipient.

165. A method according to claim 155, wherein providing the gift purchase request is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

166. A method according to claim 155, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving an acceptance of the firm offer from a vendor.

167. A method according to claim 155, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving a counter offer to the firm offer from a vendor.

168. A method according to claim 155, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving a rejection of the firm offer from a vendor.

169. A method according to claim 155, wherein the gift purchase request includes a firm offer for purchase, the method further comprising receiving a modified acceptance of the firm offer from a vendor.

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170. A method according to claim 155, wherein the gift purchase request includes a solicitation for an offer, the method further comprising receiving an offer from a vendor.

171. A gift registry system comprising:

a circuit to receive a gift purchase request with an associated purchase amount; and

a circuit to make the gift purchase request available to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

172. Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:

code to receive a gift purchase request with an associated purchase amount; and

code to make the gift purchase request available to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

173. A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

code to receive a gift purchase request with an associated purchase amount; and

code to make the gift purchase request available to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.

174. A programmed computer for managing a gift registry, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a gift purchase request with an associated purchase amount; and

code to make the gift purchase request available to a vendor using a remote access system, the gift purchase request including a firm offer with an associated offer amount.
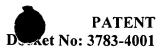
175. A method comprising:

receiving a gift idea from a gift recipient; and

receiving a gift amount which is determined by the recipient and is associated with the gift idea.

176. A method according to claim 175, further comprising receiving information related to the gift recipient and a gift event, the information suitable for marketing purposes or gift delivery purposes.

177. A method according to claim 175, further comprising receiving a gift substitution option election from the recipient.

178. A method according to claim 175, further comprising receiving more than one gift idea, the ideas available from different vendors.

179. A method according to claim 175, further comprising providing identities of established relationship vendors to the recipient, whereby the identities assist with the gift idea or the gift amount.

180. A method according to claim 175, further comprising notifying the recipient of a purchase request.

181. A method according to claim 175, further comprising notifying the recipient of a result of determining whether to provide the gift idea or a gift substitution option.

182. A method according to claim 175, further comprising providing a coupon to the recipient.

183. A method according to claim 175, further comprising providing the gift idea to the recipient.

184. A method according to claim 175, further comprising providing a gift substitution option to the recipient.

185. A method according to claim 175, further comprising notifying the recipient of shipping the gift idea.

186. A method according to claim 175, further comprising notifying the recipient that a giver has made a partial contribution to the gift idea and that a contribution by the recipient will allow purchase of the gift idea.

187. A method according to claim 175, wherein the gift idea is a product.

188. A method according to claim 175, wherein the gift idea is a service.

189. A method according to claim 175, wherein the gift amount is less than a retail cost of the gift idea.

190. A method according to claim 175, wherein receiving the gift idea is performed by a system that is selected from the group that includes: on-line systems; telecommunication systems; in-store systems; in-locale systems; and kiosk systems.

191. A gift registry system comprising:

a circuit to receive a gift idea from a gift recipient; and

a circuit to receive a gift amount which is determined by the recipient and is associated with the gift idea.

192. Computer executable software code stored on a computer readable medium, the code for managing a gift registry, the code comprising:
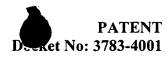
code to receive a gift idea from a gift recipient; and

code to receive a gift amount which is determined by the recipient and is associated with the gift idea.

193. A computer-readable medium having computer executable software code stored thereon, the code for managing a gift registry, the code comprising:

code to receive a gift idea from a gift recipient; and

code to receive a gift amount which is determined by the recipient and is associated with the gift idea.

194. A programmed computer for managing a gift registry, comprising:

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a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in the memory; wherein the program code includes:

code to receive a gift idea from a gift recipient; and

code to receive a gift amount which is determined by the recipient and is associated with the gift idea.

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